THE NEWS AND PRODUCTIONS HEEL

Through our three stations, the Yale Broadcasting Company reaches two audiences: the Yale community, and southern Connecticut in general. Our programming, therefore, must be aimed at both groups.

In News, this means a minimum of trivial Yale news. (Some college stations report big parties, minor campus elections, etc. We do not). We do, however, cover stories of general interest which occur on campus; Yale being what it is, there are many of these. Furthermore, the use of UPI and BBC provides us with a solid foundation in world and national news, as well as providing many Connecticut stories.

Productions are generally played only on FM (while news is simulcast on both AM and FM); therefore, we aim at a more adult, less Yale-oriented audience.

In an attempt to give solid training while not killing any heeler, the News and Productions will require:

1. Working one day a week, for a few hours, on a "News Day," thus aquainting the heeler with copywriting, story covering procedure, interviewing, and general news procedure. Heelers will be required to tape speeches and lectures on campus for the WYBC tape archives and cover other stories on their News Day at the disgression of the Daily News Editor. Most instruction will occur on this day.

2. Preparation of one ten-minute interview project. You pick your specific subject, but the general field is assigned. This is a NEWS interview.

3. One half-hour taped project of your own choosing. This can be a creative project, and can deal with any airable subject; however, the Productions Coordinator must approve your decision. This is a PRODUCTION.

   NOTE: Both of the above two items must be air quality to be satisfactory.

4. Several meetings of the News and Productions Heel will be held to provide basic information on copywriting, interviewing procedure, etc., supplementary to that presented on the News Day.

5. Heelers must read and will be quized on the "UPI Stylebook" and on the News Manual.

6. Heelers will meet with the News Director for lunch or dinner in small groups over the course of the heel. Not only will news procedures be discussed, but also, every- will get to know each other. WYBC is, after all, partly a fraternal organization.